"Husbands do delight in nice hands! And doing hands can keep their youth and soft grace—yes, easily, if they work entirely with Ivory! For then, every task is as gentle as a beauty bath!"

"When he's taking me to a party, my husband—like all husbands—simply glows with pride when I wear the red dress he likes best, and look well groomed to my fingertips."

My husband says, "Tell them how a *man* feels about nice hands!"

Of course, we women like to know what our husbands think about nice hands!

But sometimes I wonder if they know how busy our hands are. For clothes and dishes don't wash themselves . . . and painted woodwork and linoleum can't be *washed* clean.

No, husbands don't know us as we are in the morning when our hands are busiest. But when they come home, or when they are taking us to a party, they want us to look serene and glamorous and silken—to our very fingertips!

The first year I was married, I thought my hands were a "problem." When I went to parties my hands were so red and forlorn that explanations were always coming to the tip of my tongue. I liked housework, but I was always blaming it. I never mentioned soap. Soap? Why, it was just soap. And the yellower and stronger, the better soap I thought it must be!

Soap tasks *can* be beauty treatments

But now I know the truth about hands and soap. And I'm so glad to tell about it, because there must be many women like me who enjoy babies and bridge, husbands and housework . . . who wonder how to keep their hands looking carefree!

There's no mystery about the care I give my hands. I simply use Ivory Soap for every household cleaning task. And, since it's kind to my baby's skin, naturally cleaning tasks done with it are simply Ivory beauty-baths!

I hope you'll try Ivory for a week or two—for everything. In a few days your hands will begin to thank you. And before long, you'll discover how much thriftier it is to use Ivory than ordinary kitchen soaps. For harsh parching soaps fade colors and take the life out of even such sturdy textures as linoleum. But Ivory keeps everything like new! My painter says he won't be coming to see me so often now that I protect my woodwork with Ivory!

My husband just called to me, "Have you told about my colored shirts?" So I must please the man! But of course, it goes without saying that Ivory keeps all colored things fresh-tinted . . . whether they are cotton or linen, silk or woolen.

And this same husband looks so proud when people take it for granted I must have a maid. He says husbands like to hear compliments to their wives' hands!

CATHERINE CARR LEWIS

Free: A little book on charm. What kind of care for different complexions? For hands, for hair, for figures? Write for *On the Art of Being Charming*. Address Catherine Carr Lewis, Department 56-B16, Box 1801, Cincinnati, Ohio.

"In my kitchen is a famous trio . . . Ivory Flakes for quick dishwashing . . . a big bar of Ivory for cleaning floors and woodwork and paint . . . and Guest Ivory to wash my hands after handling sticky or greasy utensils. Is it any wonder, with such gentle care that my hands keep smooth all the time—they have no work tales to tell!"

"Colored clothes usually cost more—certainly the new tinted table linens and sheets do! So doesn't it seem thriftier to guard their freshness with gentle Ivory suds? And Ivory washdays leave your hands so smooth and carefree—never betraying that they are your maids!"

IVORY SOAP

kind to everything it touches

99 44/100 % Pure

"It floats"